AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method in a computer system for associating provider data including a first and second portion with a data request, the method comprising:

obtaining a first request for the provider data~~, wherein the provider data includes a first and second portion~~;

in response to obtaining the first request:

generating a first identifier corresponding to the first request;

associating [[a]] the first identifier with the request for the provider data;

returning the first portion of the provider data; and

storing the second portion of the provider data according to the first identifier;

obtaining a second request for the second portion of the provider data; and

in response to obtaining a second request:

generating a second identifier corresponding to the second request;

associating [[a]] the second identifier with the second request ~~for the second portion of the provider data~~; and

returning the second portion of the provider data if the second identifier matches the first identifier.

2. (Currently amended) The method as recited in Claim 1, wherein ~~the steps of associating~~ generating the first identifier includes generating a first hash table key corresponding to the request for the provider data; and wherein generating the second identifier ~~with the requests for the provider data include~~ includes generating a second hash table key corresponding to the request for the second portion of the provider data.

3. (Currently amended) The method as recited in Claim 2, wherein ~~the hash table key~~ generating [[step]] a first hash table key and generating a second hash table key each include

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~~includes~~ utilizing [[the]] a provider data IP address to generate the first hash table key and the second hash table key.

4. (Currently amended) The method as recited in Claim 2, wherein ~~the hash table key~~ generating a first hash table key and generating a second hash table key each include ~~step includes~~ utilizing a graphical user ID to generate the first hash table key and the second hash table key.

5. (Original) The method as recited in Claim 1, wherein the first portion of the provider data includes a URL of content data.

6. (Original) The method as recited in Claim 5, wherein the content data is advertisement media.

7. (Original) The method as recited in Claim 5, wherein the second portion of the provider data includes an HREF relating to the content data.

8. (Original) The method as recited in Claim 1, wherein the step of storing the second portion of provider data according to the first identifier includes:

storing the second portion of the provider data in a first cache; and

replicating the second portion of the provider data to at least a second cache.

9. (Original) The method as recited in Claim 8, wherein the step of returning the second portion of the provider data includes:

requesting data corresponding to the second identifier from a first cache;

if no match is found, requesting data matching the second identifier from the second cache.

10. (Original) The method as recited in Claim 9, wherein the step of requesting data from a second cache further includes replicating the request for data matching the second identifier to at least two or more cache.

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11. (Original) A computer-readable medium having computer-executable instructions for performing the method recited in any one of Claims 1-10.

12. (Original) A computer system having a processor, a memory, and an operating system, the computer system operable to perform the method recited in any one of Claims 1-10.

13. (Currently amended) A computer system for providing data to a requesting party, the system comprising:

at least one content requestor for requesting provider data; and

a content server in communication with the content requester and operable to provide a first and second portion of the provider data to the content requester.

wherein the content server generates a first identifier corresponding to the request, returns the first portion of the provider data and stores the second portion of the provider data according to a first identifier upon receiving a first request for the provider data from the content requestor; and

wherein the content server generates a second identifier corresponding to a second request, and returns the second portion of the provider data upon receiving a second request for the provider data from the content requestor if a second identifier matches the first identifier.

14. (Original) The system as recited in Claim 13, wherein the content server includes a cache for storing the second portion provider data.

15. (Original) The system as recited in Claim 14, wherein the content server cache stores the second portion of the provider data in a hash table and wherein the first and second identifiers are hash table keys.

16. (Currently amended) The system as recited in Claim 14, further ~~comparing~~ comprising a click server in communication with the content server and operable to store and recall the second portion of the provider data.

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17. (Original) The system as recited in Claim 16, wherein the click server includes two or more cache for storing the second portion of the provider data.

18. (Original) The system as recited in Claim 17, wherein the two or more cache contain identical contents.

19. (New) The system as recited in Claim 13, wherein generating a first identifier includes generating a hash key identifier from data relating to the requesting party.

20. (New) The system as recited in Claim 19, wherein the data relating to the requesting party includes a data identifier, an IP address, and data relating to a content request.

21. (New) The system as recited in Claim 13, wherein the first portion of the provider data is associated with an advertisement media and the second portion of the provider data is a redirection reference to the advertisement media.

22. (New) The system as recited in Claim 1, wherein the second portion of the provider data is stored in a click server.

23. (New) The system as recited in Claim 22, wherein the click server includes a virtual interface protocol in communication with a plurality of cache servers, and wherein the second portion of the provider data is stored in at least one of the plurality of cache servers.

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